

What is the Georgia Tobacco Quit Line?

The Georgia Tobacco Quit Line provides free counseling, support and referral services for tobacco users. Quit Line services are available for Georgia residents ages 13 and older who want to quit. It is easy and accessible for all Georgians because most have access to a phone, and there are no constraints such as transportation or support-group fees.

How does it work?

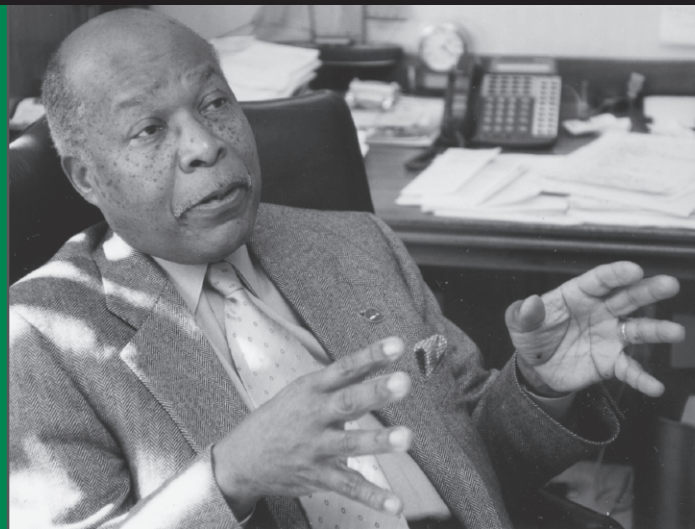
You advise your patients to stop using tobacco. Then you give them one phone number: Georgia Tobacco Quit Line at 1-877-270-STOP. Their call is free and so is the service. The tobacco user calls the Quit Line and is connected to a trained counselor who provides:

- ♦ An assessment of readiness to quit
- ♦ A customized quit plan, including up to four additional counseling phone calls
- ♦ Motivation and problem-solving advice
- ♦ Up-to-date information about physician-recommended pharmacological support, such as nicotine gum, nicotine patches and other items
- ♦ Information about cessation insurance benefit
- ♦ Information about and referral to other cessation services, including local resources

Dr. Louis Sullivan

*former Secretary of the
Department of Health & Human
Services*

“We know patients who are advised by their physician to quit using tobacco are more likely to quit.”



“Counseling is a proven, effective treatment for patients. Published data show that the Quit Line works. It uses evidence-based methods that providers can trust.” -Dr. Louis Sullivan



- ♦ A Georgia Tobacco Quit Kit, including materials tailored to the patient’s readiness to quit

As the caregiver, you continue to play a crucial role, monitoring those patients who use pharmacotherapy.

Who can use the Georgia Tobacco Quit Line?

Anyone age 13 or older.

Why a Georgia Tobacco Quit Line?

Studies show that telephone-based cessation programs like the Quit Line produce significantly higher quit rates than programs that use self-help materials alone. Studies in California and Washington show Quit Lines definitely increase quit rates and can increase use of services. In California, African Americans, Asians and Hispanics utilize Quit Line services at the same or higher rate than other ethnic groups. Quit

Lines are easily accessible to both urban and rural populations. The call is free and confidential. The Quit Line meets recommendations issued by the Centers for Disease Control and Prevention’s Best Practices for Comprehensive Tobacco Control Programs. Trained professionals make a difference. Your patients will get help from the Quit Line counselors who have special training and expertise in:

- ♦ Cessation from all forms of tobacco – cigarettes, spit, cigars, pipe
- ♦ Information and decision support about physician-prescribed pharmacological support
- ♦ Skill-building and problem-solving
- ♦ Relapse prevention

Who pays for the Georgia Tobacco Quit Line?

The Quit Line is funded by the Master Tobacco Settlement through Georgia’s Department of Human Resources, in partnership with the Georgia Cancer Coalition. That means there is no charge to you or your patients. Patients receive free, professional support that’s tailored to their needs.

“Now you can rely on the Georgia Tobacco Quit Line. It’s free, easy to use and proven effective.”

-Dr. Louis Sullivan



Tobacco Use in Georgia

More than 11,000 people die in Georgia every year from tobacco-related illnesses.

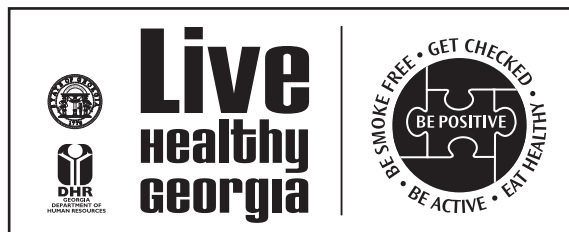
In spite of these chilling statistics, 24 percent of Georgia adults smoke. An estimated 30,000 Georgia children begin smoking every year and another 10,000 begin to use spit tobacco. Tobacco drains \$1.2 billion in healthcare costs from Georgia's economy every year.

A few smokers achieve abstinence in an initial quit attempt. More than 70 percent of the 50 million U.S. smokers have tried to quit, and 46 percent of smokers try to quit each year. Tobacco dependence is a chronic disease where smokers who are trying to quit face periods of relapse and remission.

Studies in multiple settings have established that cessation counseling can increase the rate of quitting success.

“Tobacco is the number one preventable cause of death around the world. As providers we understand the consequences of smoking and have a responsibility to check a patient's smoking history and then offer treatment options and alternatives.”

-Dr. Louis Sullivan



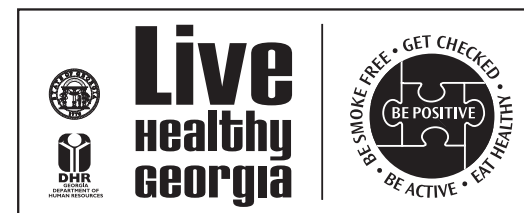
GEORGIA
CANCER
COALITION

**To learn more about the
Georgia Tobacco Quit Line
call 1-877-270-STOP.**

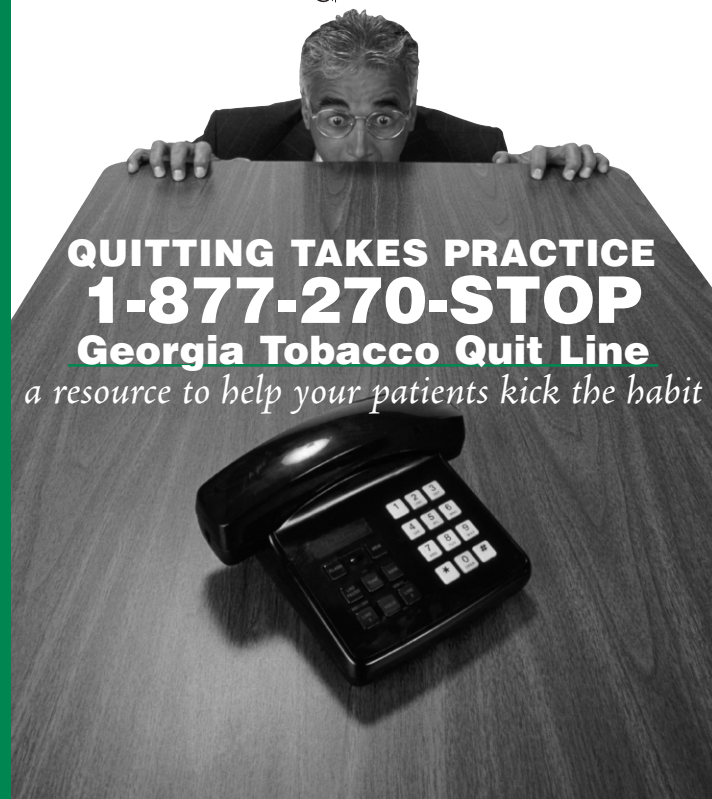
**If you would like patient
education materials please
call 404-657-6611.**

The Quit Line is funded by the
Master Tobacco Settlement through
Georgia's Department of Human Resources,
in partnership with the Georgia Cancer Coalition

**Help your
patients take
the first step
to quit their
tobacco
addiction.**



GEORGIA
CANCER
COALITION



**QUITTING TAKES PRACTICE
1-877-270-STOP
Georgia Tobacco Quit Line**

a resource to help your patients kick the habit